



## Public Affairs Officer

**Department:** Public Affairs

**Class Code:** 1183

**EEO Code:** 22

**FLSA:** E

**Effective:** 01/02/2006

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### **GENERAL STATEMENT OF DUTIES:**

Under general direction, performs work of moderate difficulty in providing public relations services to county departments and the public; and performs other work as required.

### **SPECIFIC STATEMENT OF DUTIES:**

#### Community Relations/Media

Provides public relations services to county departments and partnering agencies; writes press releases and coordinates with the media as needed; writes and edits "Chesterfield Choice" section of the Community Shopper and maintains effective working relationships with external publishers; takes photographs, researches data, and writes articles for county newsletter and external publications; assists with the coordination of special events and community events; solicits national media and trade publications to write articles about the county; coordinates volunteers and interns as needed; writes and edits hometown success stories for county employees; serves as back-up media liaison; cross-trained in Media Relations/Video Journalist duties; and performs other work as required.

#### Media Relations/Video Journalism

Provides public relations services to county departments and partnering agencies; writes press releases and coordinates with the media as needed; takes photographs, researches data and writes articles for county newsletter and other publications; plans, coordinates, and takes and edits video for Comcast television programs; schedules guests and prepares questions for Comcast television programs; develops and organizes stock footage for departments; serves as liaison between county and Comcast television; serves as assistant media liaison when necessary; serves as back-up speech writer; cross-trained in Community Relations/Media duties; and performs other work as required.

### **REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:**

Knowledge of the principles and practices of mass communication, including radio, television and newspaper; of the English language and its proper usage; of photography as related to print product design and production in media relations; of editing written materials.

Considerable skill in writing for publications; in organizing and completing multiple tasks in a timely manner; in communicating both orally and in writing; and in establishing effective working relationships with the media, citizens, employees, vendors, and county officials.

### **MINIMUM EDUCATION AND EXPERIENCE:**

Bachelor's degree in journalism, communications, or related field, and two years of experience in the field of public relations; or an equivalent combination of training and experience.

### **ADDITIONAL REQUIREMENTS:**

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
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